

DOCKET NO.: FLOR-0162  
Application No.: 09/965,963  
Office Action Dated: July 13, 2005

PATENT



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:  
**Richard G. Rebh**

Confirmation No.: **5193**

Application No.: **09/965,963**

Group Art Unit: **2674**

Filing Date: **September 28, 2001**

Examiner: **Duc Q. Dinh**

For: **Methods and Systems of Interactive Advertising**

**EXPRESS MAIL LABEL NO: EV631243879US**  
**DATE OF DEPOSIT: November 14, 2005**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**REPLY PURSUANT TO 37 CFR § 1.111**

In response to the Official Action dated **July 13, 2005**, reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- ☐ **Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- ☒ **Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- ☐ **Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- ☒ **Remarks** begin on page 6 of this paper.